

Alimi Faruq, Copywriter

Mobile: +2348170184169 | Portfolio: <https://shorturl.at/orzK9> | Email: pharouqe@outlook.com
Address: 34 Oyero Street, Adeniyi Jones

EXPERIENCE

Noah's Ark Communications, Nigeria

July 2023 - present

Deputy Group Head, Copy.

- Collaborate with creative leadership in the timely execution of projects within the agency.
- Lead concepting with art directors, designers, and copywriters to develop creative concepts.
- Develop storylines and techniques for brand campaigns.
- Point junior team members in the right direction when they're stuck.
- Take responsibility for the continuous churning out of proactive and award-winning works that elevate the agency and its clients.

The REDWOLF Company, Nigeria

June 2020 - June 2023

Assistant Manager, Copy.

- Collaborated with lead strategists and art directors to develop multi-channel campaigns and content that raised brand awareness across social media platforms.
- Led and mentored a team of young writers who've grown to have a solid understanding of concept creation and storytelling craft.
- Took full responsibility for developing conceptual proactive ideas; some of which won awards and made it to reputable advertising archives.
- Proofread and edited copy to eliminate errors and ensure that copy strategy was always properly crafted.

Noah's Ark Communications, Nigeria

June 2019 - June 2020

Copywriter.

- Worked across traditional media teams to deliver on multiple marketing campaigns.
- Crafted headlines and scripts for radio and audio channels
- Collaborated with the creative team on all projects; from concept development to execution.

EDUCATION & CERTIFICATIONS

Diploma

Art Direction, Copywriting & Creativity

CultureCode

Master in Business Administration

Doing Business Around The World

Nexford University

Bachelor of Science

Business Administration

Houdegbe North American University, Republic of Benin

CREATIVE PROFICIENCY

- Advanced concepting
- Lateral thinking
- Problem spotting & solving
- Research
- Content & Copy Strategy

ACHIEVEMENTS

- Young Lions Winner (Print) - 2022
- Loeries Youth Committee Member (2022)

BRANDS WORKED ON

Airtel Nigeria, Maltina, Arla, Fayrouz, altbank,
2Sure, Hacey Health, Hatlab Gelato,
Three Crowns Milk, Maggi, Supa Komando.